CHAPTER ONE

INTRODUCTION

1.1   Background Study

The economic sector in Indonesia is developing rapidly. It is indicated by the growing number of Micro, Small, Medium Enterprises (MSMe) dominating in the Indonesian economy, especially in food and beverage (F&B) businesses or culinary industries. MSME in the F&B business serve significant roles in providing food alternatives for people and indirectly contribute to the income of a region or a country. Moreover, compared to other businesses, F&B MSME has the most contribution in the majority of Indonesian micro-small scale businesses or industries (IMK). Compared to other sectors, this sector has a significant impact if it has good development. The following data shows the number of 10 highest sectors of MSME in Indonesia (Central Bureau of Statistics, 2022).
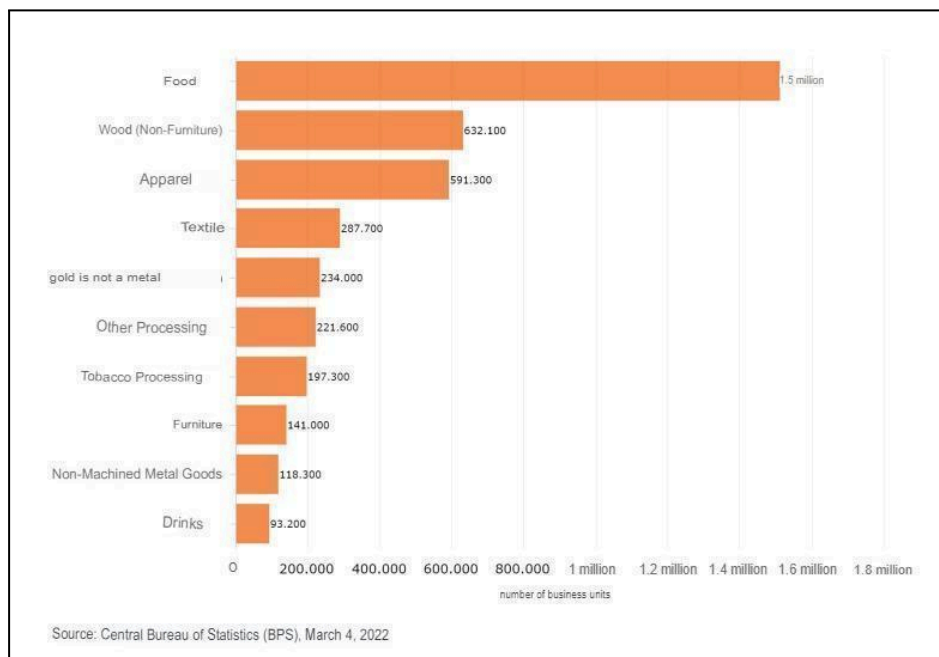

Figure. 1.1 The largest number of sectors in MSME

In promoting the MSME in F&B products, language selection is among other important aspects to attract potential customers besides its product quality, packaging, and visual graphics. Therefore, the science of communication, promotion, promotional media, and promotional language is necessary (Clinton & Vanomy, 2023). Usually, the fundamental language of promotion in MSME in F&B products is reflected in the brand names. A delicious, unique, and special F&B product may only be well known if it has an appropriate

name or identity. Therefore, the choice of words in a brand name is not just a name but must show the characteristics and image of a brand.

MSME in F&B in Lampung has been growing in the past five years. It is indicated by Emergence of many Cafe and Restaurant of Food & Beverage. This is also supported by Maulana, et al (2022) that F&B is the biggest MSME type in Lampung. In Lampung, there are a lot of brand names of MSME in F&B in English words and combinations of English and other languages. It is interesting to see the language of advertisement especially brand naming in MSME F&B business from a linguistics perspective. The selection of words, phrases, clauses, and sentences used for culinary product names, promotional slogans, and other promotional materials can be studied in discourse analysis, semantics, and morphology. Word formation itself is an essential aspect of the study of morphology, which explores various methods of creating new words in a language (Rinaldho and Suprayogi, 2022).

In the several years, some research on brand naming from linguistic perspectives have been conducted by Meisy Adriningtyas (2022) using research results as a data source to understand the linguistic aspects of popular brand names, Mauliyah's (2020) research identifies ten types of word formation according to Yule (2010), blending according to Plag (2002), Mauliyah's (2020) research identifies ten types of word formation according to Yule (2010), The Analysis of English Word Formations Used on Brand Names Found in Indonesian Products (Setiawan, Putri, and Sari 2014), Word Formation Process on Best Seller Food Brand Name in Grab and Go-Jek Application (Anggrisia, Rosyidah, Riza, 2019),The differences between some previous research and this research is the problem of research. The first research discussed about the word formation Analysis of the Acronym on Popular Brand Names. The second research is discussed about Word Formation Analysis of Food and Beverage Brand Names in Gofood Application . The third research discussed about Word Formation Process on Best Seller Food Brand Name in Grab and Go-Jek Application. Even though Meisy Adriningtyas, Mauliyah's,Setiawan, Putri, and Sari research focus on word formation brand names in Go-Food and Go-jek. The inquiry has delved into diverse dimensions. However, it has yet to focus on selecting brand names in Bandar Lampung.
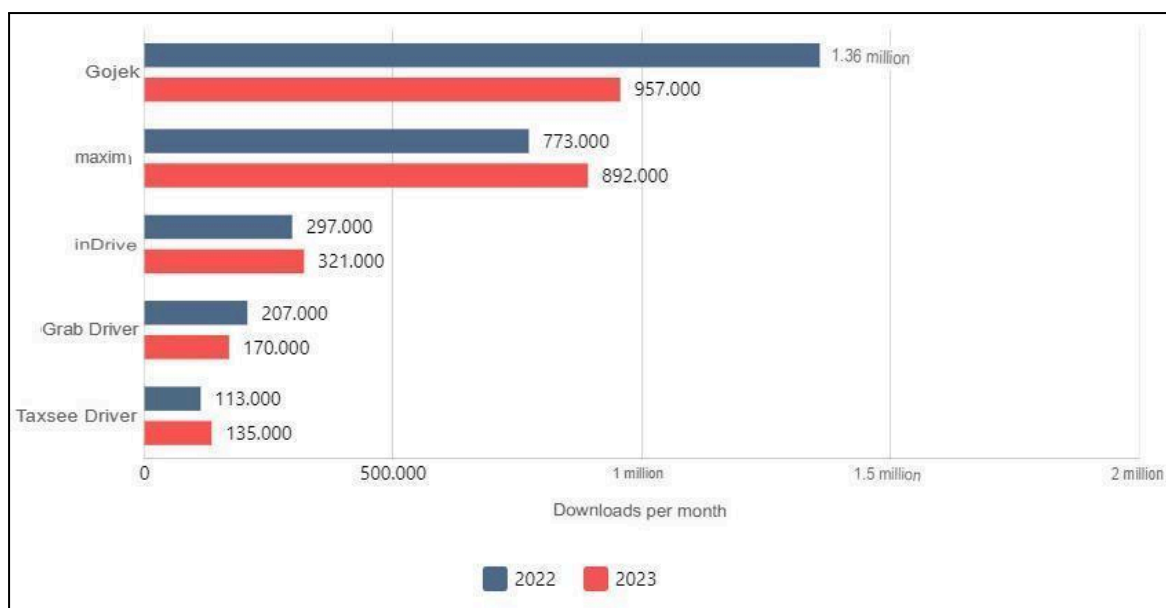
Figure. 1.2 The State of Mobile 2024 Report

In terms of selecting the Go-jek application for selection in this study, launched from The State of Mobile 2024 Report Go-jek ranks first with the most downloads compared to its four competitors. Therefore, Go-jek is more familiar in Indonesian society than other similar applications.

It is believed that the brand naming should also be seen from semantic perspectives. Besides, the use of the right and interesting word structure really supports the delivery of information and the philosophy to be communicated (Africa et al., 2020), the semantic analysis will showcase the rooted philosophy of the brand itself.

1.2 Research Questions

The research questions of this study are:

1. What are the types of word formation process which is used in selected food and beverage on the Go-Jek App brand names in Bandarlampung?
2. How do the selected food and beverage brand names on the Go-jek App in Bandar Lampung denote its meaning?

1.3 Research Objective

The research objectives of this study are:

1. To examine the types of word formation process which is used in selected food and beverage on the Go-Jek App brand names in Bandarlampung?

2. To Identify the meaning by selected food and beverage brandnames on the Go-jek App in Bandar Lampung denote its meaning?

1.4 Use of The Study

1.4.1 Theoretical Use

In terms of theory, the purpose of this study is to apply the theory of word formation from Yule (2017) and semantic theory from Fillmore (2006) and to create a significant contribution to the advancement of linguistic studies. The results of this study are expected to serve as a reference for researchers who are interested in this topic and want to adopt similar theories. Thus, this research is expected to provide people with a broader understanding of the topic discussed.

1.4.2 Practical Use

The analysis of word formation and semantics in selected F&B brand names in Bandarlampung has practical implications in several areas. First, this analysis provides insight for entrepreneurs to create an attractive brand identity by understanding how to shape consumer perceptions. Second, it helps culinary industry players adjust their marketing strategies to integrate successful philosophies and characteristics, attract more customers, and support local economic growth.

1.5 Scope of The Study

This research involves the examination of English brand names of F&B products contained in the Go-jek application based on ratings in Bandar Lampung, with a special focus on the morphology and semantic analysis. A total of 40 brand names have been selected as objects in this study. The author uses a theoretical approach from Yule (2017) and Fillmore (2006).